

# ShoreTel Effectively Simplifies and Socializes Recruiting Strategy with Jobvite



SHORETEL

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## Challenges

- Email-based organization
- Specific, niche industry
- Expensive agencies and job board fees

## Solutions

- Jobvite Hire
- Social media sharing capabilities
- Workflow management technology

## Results

- Improved internal information sharing
- Increase in industry hires at all levels
- Efficiency for managers and candidates



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For business technology provider ShoreTel, powering simple communication systems around the world is all in an average day's work. As the company behind dozens of seamless interactions between global businesses, ShoreTel's internal communication processes are undoubtedly top-notch. After all, boasting 1,000 employees worldwide takes some serious organization.

In the recruiting department, however, ShoreTel's workflow organization, candidate management and recruiting processes were in need of some upgrading in 2009. As a company pulling candidates from a very specific industry, finding, processing and landing top technology talent was difficult for ShoreTel's hiring managers. Throw in an outdated, email-fueled system and a rapidly growing employee base, and ShoreTel was ready for an entirely new system.

After extensive research into the options on the market, Jobvite immediately became the easiest choice. According to Deborah Baimas, ShoreTel Corporate Recruiter, "We selected Jobvite because of the social media capabilities. Five years ago, we decided that social media was something we wanted to leverage in our hiring, and when we

implemented Jobvite, it was the only product that really harnessed the power of social media. We really felt like Jobvite would grow with us." Now, thanks to Jobvite's easy information sharing capabilities, leveraging of social networks and workflow management technology, ShoreTel has reorganized its recruiting strategy to prioritize quality hires.

## SHARING INFORMATION THE RIGHT WAY

Between an outdated system and a period of rapid growth, ShoreTel's biggest challenge before Jobvite was sharing internal information efficiently. The company relied on a centralized email address, where candidates could submit resumes and reach recruiters. From there, ShoreTel's recruiters had to sort, prioritize and share as best they could. Plus, to reach ShoreTel's aggressive growth goals, the hiring team needed easier access and more integration. "Before we worked with Jobvite, our system was very complicated," explains Baimas. "We had one email address, and every resume dumped right into that account. We had no social media strategy, no referral organization and we often missed top candidates. Plus, at the rate we were growing, we couldn't get the information where we needed it at the right times."



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Now, ShoreTel's strategy has left the email-based chaos behind, embracing the smooth, seamless workflow of Jobvite Hire to reach its ambitious goals. "Jobvite has solved several problems for us, the biggest being the workflow process," Baimas says. "With Jobvite, balancing our department needs is just so seamless. Candidates are easier to track, and it's all very transitive: when a task is signed off on by one person, it automatically goes to the next, so the ball never gets dropped. For information sharing, it's essential." Keeping candidate information, hiring status and referral connections updated, organized, and on-hand has been revolutionary for ShoreTel, increasing the efficiency and success of the recruiting department's internal communication. Information can be accessed, shared and spread functionally, leaving more time and productivity for vetting the perfect candidates.

## COMPLIMENTING A NICHE INDUSTRY

ShoreTel's newfound organization and information access allowed its hiring managers to spend more time attracting quality candidates with the right technical experience for the company's needs. Occupying an admittedly niche industry, with specific experience and skill requirements, ShoreTel's talent needs were proving difficult to find without the help

of a sophisticated recruiting solution on its side. "ShoreTel faces the dilemma of hiring top talent quickly in a very small industry," Baimas says. "The space is pretty close to niche, so we need to find the best and brightest talent as quickly as possible to compete with some larger organizations out there."

ShoreTel selected Jobvite particularly for its social media integration, and fully appreciate its reach-expanding technology. Because ShoreTel's existing employee base is fully versed in the industry's specifications, the company relies on referrals heavily for discovering and attracting top talent. "Our best candidates are the ones that come out of our industry, that have a tried and true reputation in the space, and have traditionally been hard to reach," Baimas explains. "With Jobvite, it's easy and simple to tap into the networks of our employees and get to those quality candidates directly." Even more, Jobvite has helped ShoreTel pinpoint experienced executives to fill high-level spots through social media recruiting. The ShoreTel hiring department can post job openings and grab the attention of active and passive candidates across all networks, directing all levels of talent back to ShoreTel for application. That's a 35% increase in referral hires since bringing Jobvite aboard.



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## STREAMLINING COST EFFICIENCY

With referrals and social media constituting an increasingly high number of ShoreTel's applicant pool, budgeting efforts for cost efficiency was essential to the company's hiring success. As with any company, aligning resources to save money is a huge element of strategy, and ShoreTel's expenses on job board posts and talent agencies were getting too high for the company's liking. To combat this, Baimas began utilizing Jobvite Hire's increased reach capabilities to get the word out. "Jobvite has streamlined ShoreTel's processes immensely, and really cut costs for us," says Baimas. "We don't pay for job boards or outside agency fees anymore—instead, we rely on employee referrals and our existing networks to hire a huge majority of our candidates. It's just so quick and efficient now."

Getting the expected return on investment doesn't just end with cutting costs. ShoreTel's favorite unexpected advantage of using Jobvite? According to Baimas' team, the amount of productivity on both sides of the hiring process has increased exponentially. "We love how easy Jobvite is, not only for our employees and hiring managers, but for jobseekers as well," explains Baimas. "When they come to our site to apply, it's so easy to upload a

resume, find a job and apply for it. So many times, even as a jobseeker myself, I've gone to other career sites and, half-way through the process, I would get frustrated and end up leaving. It never felt worth it to continue to the end, but with Jobvite, we don't lose people in the application process. They get a return on their investment too."

After years of disorganized recruiting methods, little to no software support and a hard time finding specifically skilled candidates, ShoreTel knew it was time for an upgrade. Now that the company has partnered with Jobvite, ShoreTel has seen a substantial decrease in the time it takes to fill a position and a significant increase in the number of highly qualified candidates that seek the company out. With a talent-focused partner by its side, ShoreTel's recruiting department has successfully revamped its strategy, trading email for organization and prioritizing growth for future success.



## ABOUT SHORETEL

ShoreTel, Inc. is a leading provider of brilliantly simple IP phone systems and unified communications solutions. Its award-winning on-premises IP-PBX solution and cloud-based hosted phone system eliminate complexity and improve productivity.

Recognized for its industry-leading customer experience and support, ShoreTel's innovative business phones, application integration, collaboration tools, mobility, and contact center applications enable users to communicate and collaborate no matter the time, place or device, with minimal demand on IT resources. ShoreTel is headquartered in Sunnyvale, Calif., and has regional offices and partners worldwide. For more information, visit [www.shoretel.com](http://www.shoretel.com).

## ABOUT JOBVITE

Jobvite is the leading recruiting platform for the social web. Today's fastest-growing companies use applicant tracking, recruiter CRM and social recruiting software solutions from Jobvite to target the right talent and build the best teams. Jobvite is a complete, modular Software-as-a-Service (SaaS) platform, which can optimize the speed, cost-effectiveness and ease of recruiting for any company.

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